

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

July 9, 1998

RJR Account #375878

Mr. P. Cox
McLANE NE

SAM'S CLUBS: SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear Paul:

Attached are **August** orders for **Sam's Clubs** for **Salem .30¢ Tear Tape** product. Product and displays have been ordered as indicated on the attached page. Ship the number of cartons per brand style to participating **Sam's Clubs** locations as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you **\$4.75** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: S. Schawlm

R. Donahue

Enc. Retail Customer List

Wholesaler Packing Instructions

AUGSAL.DOC

51844 5754

AUGUST DELIVERY
SALEM TEAR TAPE*****SAM's CLUBS*******256 Displays (Item #541964); Displays PO # ER3753-01**

SKU CUBE: 0.5020
SKU WT (w/o Product): 1.1350 lbs
Retail Sales Offers per SKU: 40 units
Billing per SKU: 4 Cartons

PRODUCT PO # ER3754-01;

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>9</u>
12300-24195	Full Flavor 100	<u>9</u>
12300-24196	Light	<u>9</u>
12300-24197	Light 100	<u>9</u>

PRODUCT / DISPLAYS ARRIVAL: JULY 27, 1998
SHIP DATE TO RETAIL: WEEK OF: AUGUST 10, 1998

EFT \$ AMOUNT: \$11,685.96

PACKING / SHIPPING PAYMENT \$171.00
(36 (6M) promoted case(s) @ \$4.75).

AUGUST Drive Period 808 / Promotion #800438**PROMOTION DESCRIPTION:**

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY.

AUGUST DELIVERY

51844 5755

SAM'S AUGUST 1998 SALEM .30 TEAR TAPE											
McLANE NE/ PROMOTION #800438											
DISPLAYS ITEM #541964									CASES		
McLANE #	RJR REG	RJR#	SAMs #	City	ST	TAX DESIGNATION	SHIPPER QTY ORDERED	SAL KG	SAL 100	SAL LT KG	SAL LT 100
764670	672206	664297	6417	HOLLAND	MI		2	2	2	2	2
764407	672803	664376	6662	ROSEVILLE	MI		2	2	2	2	2
764696	672206	664352	6359	COMSTOCK PARK	MI		3	3	3	3	3
764241	672806	664369	6664	UTICA	MI						
764233	673006	664430	6665	WATERFORD	MI		5	5	5	5	5
764225	673208	664427	6666	WESTLAND	MI		6	6	6	6	6
764712	672207	664355	6319	KENTWOOD	MI		7	7	7	7	7
764548	673206	706438	6657	FARMINGTON	MI		9	9	9	9	9
764530	673203	663994	6658	JACKSON	MI		6	6	6	6	6
764308	672406	663995	6663	SAGINAW	MI		12	12	12	12	12
764514	672403	664438	6660	PORT HURON	MI		11	11	11	11	11
763573	673001	664365	6412	SOUTHGATE	MI		5	5	5	5	5
764029	672201	663992	8137	LANSING	MI		14	14	14	14	14
764522	672805	664374	6659	MADISON HEIGHTS	MI		21	21	21	21	21
0	673207	664432	6667	YPSILANTI	MI		51	51	51	51	51
763334	672405	664437	8291	FLINT	MI		102	102	102	102	102
							256	9	9	9	9
							DISPLAYS	CASES	CASES	CASES	CASES

Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

**NEW
FOR
'98!**



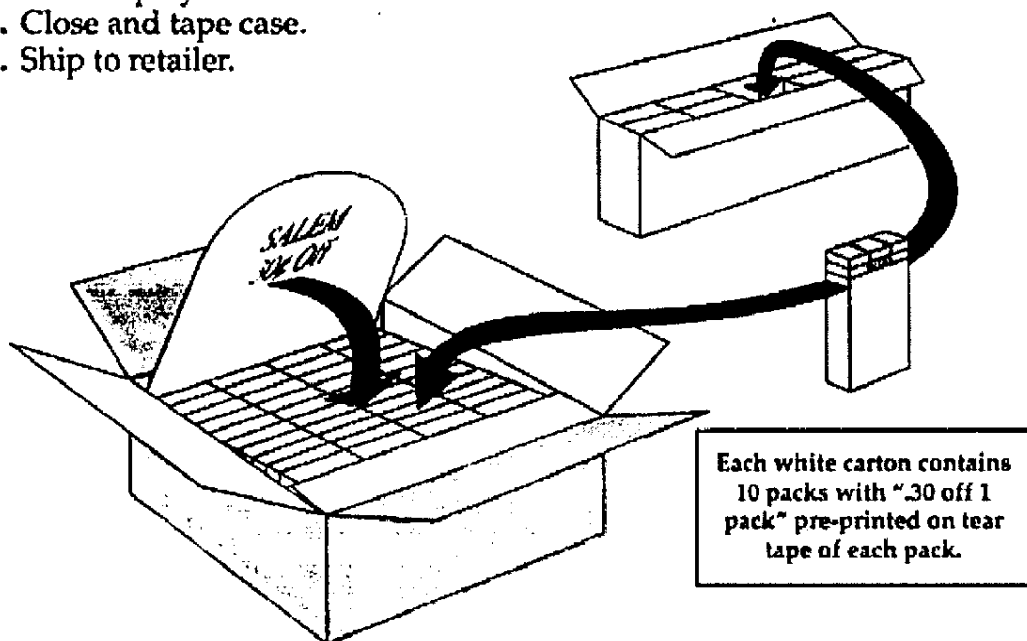
item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

51844 5757

WHOLESALE PACKING INSTRUCTIONS**SALEM TEAR TAPE 3RD QTR.'98****August SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541964

MSA Promotion Reporting Description: SAL 98 30/1 PK

Brand Style	King	100	LT King	LT 100		
Number of Cartons	Ship Number As Indicated					

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